The Boffy Company, S.A is an aircraft and automotive industry supplier since 1950. They design and produce high performance remote control solenoids, impact resistance glass, and tensile plastic parts. The Boffy Company, S.A’s mission is to, "To capitalize on the company's distinctive competencies to serve the continuously evolving needs of the automotive, aeronautics, and other highly demanding industrial markets while rigorously complying with regulations, generating sustainable profitability and growth opportunities for the company's members."("The Boffy Company, S.a", 2005, 2011) The Boffy Company, S.A currently is planning to introduce a new product or service in another country. While developing to introduce the new product or service within another country, it is important that The Boffy Company, S.A fully reviews any public relations issues that will develop due to developing a new product or service in another country. While conducting the review, it is important that ethical implications are reviewed. Once they are reviewed, then The Boffy Company, S.A will be able to develop a marketing research plan that will help support their public relations campaign strategy. A Public Relations campaign is important to get right as it will fully affect the marketing function of the company.

**Public Relations Issues**

With reviewing The Boffy Companies intranet, you can see that The Boffy Company is interested in expanding into the United States to sell auto parts. These auto parts would be for vehicle manufactures and automotive supply stores within the United States. The Boffy Company feels that it would be best if they started selling windshield wipers in the United States. Before The Boffy Company expands to the United States, there are a few public relations issues that need to be handled before expanding. First and foremost, a new customer is going to do research on the internet of the company before purchasing these windshield wipers. Immediately when logging into their website, it is not in English, and their potential customer will have to change to their appropriate language. The Boffy Company needs to develop a United States website so that there is no confusion when their potential customers are signing in. If The Boffy Company wants to sell windshield wipers in the United States, the US website needs to be developed. A link to the company’s other website can be placed on the new webpage, so that customers can review all of the services and products that the company offers, even outside of the US. Within this new website, they need to ensure that it is user friendly and it is easy to navigate because this website is the face of the company. If a customer gets frustrated because they can’t find what they want on a website, there is a good chance that they will stop looking. It is important that their website is fully developed to ensure a good flow of information from the company to the potential customer.

Target Audience for PR Campaign

The target audiences for The Boffy Company, S.A. are the major car manufacture and consumers. The base of selecting the target audience is to “identify appeals and points of interest that will attract attention, define audience lifestyles, and determine the relative strength of each possible appeal.” (Lattimore, Baskin, Heiman, Toth, & Van Leuven, 2007, p. 115) Boffy Company is known for the quality design and product for high performance remote control solenoids, high impact resistance glass, and high tensile plastic parts, which is why targeting car manufacture and its consumers of United States (U.S.), makes the perfect sense. The primary target is Ford Motors due to the decrease in sales. Boffy Company can help assist Ford Motors by providing quality and safe automotive parts. Safety is one of the most important factor consumers look for when purchasing a vehicle. The secondary target is the actual consumers. Ford Motors and Boffy Company need to assure the consumers how safe Ford vehicles are with the high tech design and quality product produced by both companies.

The Boffy Company, S.A. (2005, 2011). Retrieved from https://ecampus.phoenix.edu/secure/aapd/cist/vopdevelopment/Business/Boffy/index.asp?lang=en